

MEMBER EDUCATION FOR CO-OP HEALTH AND VIGOR

(Outline of Program at REA Management Conference)

1. Why an education program:

- a. Education serves as an aid to management by making possible more efficient operation as members understand their place and responsibility in the co-op.
- b. Education enables members to understand business operation of co-op.
- c. Education enables members to make the best and most profitable use of power.
- d. Education aids in the long-term safety of the co-op by exposing strategy of the opposition.
- e. Education enables members to see their stake in the fight against abuses of monopoly.

2. What an education program should aim to tell:

- a. Information on the nature of the co-op operation.
 - (1) Members, as co-owners, need to know about their business.
 - (2) They need to know about their rights.
 - (3) They need to know about their responsibilities.
 - (4) They need to know about the REA program, its objectives, functioning, progress, problems, and what they can do about it.
 - (5) They need to know how to make their co-op most useful to themselves and vice versa.
 - (6) They need to know about co-op principles, methods and history.
- b. Information on power use.
 - (1) Home and farm uses of electricity.
 - (2) New rural industries made possible through electricity.
 - (3) Safety education.
 - (4) How electricity may be used to improve cultural life of community.

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3. Who should be responsible for running the co-op education program:

- a. The Board of Directors, in authorizing and stimulating educational activities.
- b. The manager, in directing the program.
- c. An educational advisor or electrification advisor, in carrying it out.
- d. An educational committee made up of members in planning and reviewing it.
- e. An advisory committee made up of community leaders and specialists, in coordinating the REA co-op program with community development.

4. How an effective program can be carried out:

a. Meetings.

- (1) Board meetings.
- (2) Staff meetings.
- (3) Membership meetings.
- (4) Community meetings.
- (5) Meetings of other rural groups.
- (6) Meetings of town service clubs such as Rotary and Kiwanis.

b. The written word.

- (1) Newsletters.
- (2) Publications.
- (3) Local newspapers.

c. Work with individuals and groups.

- (1) Community leaders.
- (2) Rural educators.
- (3) Church leaders.

d. Other activities.

- (1) Exhibits.
- (2) Window displays.
- (3) Motion pictures.
- (4) Essay and poster contests.
- (5) Informational groundwork for acquisitions.
- (6) Contacts with directors of rural radio programs.